

CONNECTICUT VALLEY NETWORK  
proposed

TO: ALL MEMBER STATIONS

W T C C

W E S U

W H U S

W C N I

W Y B C

SUBJECT: PROPOSALS AND CLARIFICATION OF C V N OPERATIONS.  
FROM: JOHN P. CAMPBELL

Proposals in the formation of C V N and its operations are understandably vague, but can be clarified considerably with information and cooperation from member stations involved. The following paragraphs, I think, will give you an insight into C V N as it is proposed.

1. W R T C, Radio Trinity, will act as sole selling agent for C V N under Robert C. Osborne as Advertising Manager. Advertisers now in prospect and apparently very willing include G. Fox & Co. (who claim it will solve their entire college problem in the state), Neilson Ford, Inc., Henry Miller, Inc. (clothier and importer), and two Connecticut soft drink companies.
2. Mr. Osborne and I will make complete rates for C V N on a 13 and 26 week basis, according to member station demands, line charges, and estimated operating expenses needed by the network.
3. NO profit from C V N is to be taken by W R T C except through our standard rates for carrying a network show. This is the case with all member stations, regardless of program origin.
4. For convenience and efficiency in the beginning, W R T C will sell network time originating from its studios with approval and acceptance of member stations. When C V N is in operation effectively, we will attempt to have a series of programs originating from other member stations.
  - a. Stations originating these programs will sell that network time through their own advertising departments in line with existing C V N rates.
  - b. The bills for such broadcasts will be sent out by W R T C, NOT by the member station originating. We will then pay all member stations carrying the program. This facilitates centralization of C V N's accounts.
5. There will be NO membership dues or line charges to be paid by member stations. Line charges will be included in network rates over and above member station rates.







page 2, C V N to member stations

6. NO member station will be required to take any program from network except when it is sold on that station.
7. For simplicity, if any member station, due to mechanical breakdown or uncontrollable difficulties, fails to air a network broadcast for which it is scheduled and for which it is to be paid, its rates will be deducted from the advertiser's invoice. The station, of course, will receive no income as a result.
8. All programming, again for centralization and efficiency, will be handled by Orison S. Marden, Program Manager of W R T C.
9. At present, proposed network hours will be between 7 pm and 8pm. G. Fox & Co. has expressed interest in the 7 - 7:30pm spot. These hours will be expanded in the future, but not until C V N is effectively in operation.
10. The idea of the CONNECTICUT VALLEY NETWORK is not only that of a revenue producer for member stations, but MAINLY that of a source of experience and cooperation among college stations in the state. This has been noticeably lacking. However, with efficiency and cooperation in the coming year, C V N can become a large source of revenue for all member stations.

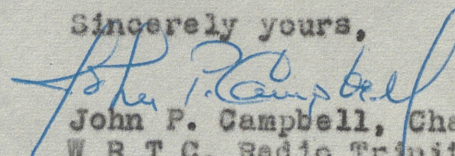
I hope this letter clarifies many of the questions in the minds of you at member stations. We earnestly feel that the ~~proposals~~ <sup>proposals</sup> are very good, but Mr. Osborne cannot sign contracts with proposed advertisers until we receive a great deal of information from you as promptly as possible.

To facilitate prompt gathering of this information, I request you to fill out the enclosed form and return it as soon as possible.

Of course, I will be very happy to entertain any suggestions or ideas which any of you may have.

In the sincere hope and belief that C V N will become a functioning and profitable organization, I remain

Sincerely yours,

  
John P. Campbell, Chairman, C V N  
W R T C, Radio Trinity  
Hartford 6, Conn.

cc 6/ all sta. CVN file



1. The first part of the report is a general statement of the purpose and scope of the study.

2. The second part of the report is a detailed description of the methods used in the study.

3. The third part of the report is a presentation of the results of the study.

4. The fourth part of the report is a discussion of the results and their implications.

5. The fifth part of the report is a conclusion and a list of references.

6. The sixth part of the report is a list of appendices.

7. The seventh part of the report is a list of figures and tables.

8. The eighth part of the report is a list of footnotes.

9. The ninth part of the report is a list of symbols and abbreviations.

10. The tenth part of the report is a list of acknowledgments.